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Papa John's Celebrates 30TH Anniversary, Super Bowl XLVIII with Free Pizza Offer

Offer promoted with a new commercial featuring a surprise appearance by NFL and Super Bowl legend Joe Montana

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the Official Pizza of the NFL and Super Bowl XLVIII, is celebrating 30 years of "Better Ingredients. Better Pizza." with a free pizza offer. Fans placing a minimum order of \$15 between Thursday, Jan. 30 through Super Bowl Sunday, will receive a free large, up to three-topping pizza with their next order beginning Monday, Feb. 3.

"The free pizza offer is a great way for Papa John's to thank its loyal customers for 30 great years," said Bob Kraut, Papa John's chief marketing officer. "This is a great way for football fans to reward themselves for simply ordering Papa John's pizza for their Super Bowl parties, or Super Bowl weekend gatherings."

To help promote the offer, Papa John's will air a special television commercial starring Papa John's founder, John Schnatter, and Denver Broncos quarterback and Papa John's franchisee Peyton Manning. As the duo return from a trip back to 1984, when Papa John's was founded, they discover another Super Bowl and NFL legend has stowed away in the back of the 1972 Z28 Camaro -- Joe Montana. The commercial pairing the two Super Bowl legends will air beginning Thursday, Jan. 30 through Super Bowl Sunday on the NFL Network, ESPN and various consumer networks on Viacom and Turner Broadcasting Systems.

"Like their previous commercials, John and Peyton have such a great chemistry in this spot," said Kraut. "The addition of another NFL and Super Bowl legend, Joe Montana, is a nice surprise at the end connecting the past to today."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, on Twitter at <http://twitter.com/PapaJohns>, or on our blog at www.papajohnsblog.com.

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